

1. (Currently amended) A method of reducing power consumption by an electronic shelf label (ESL) comprising a receiver for receiving wireless messages and a battery for powering the receiver, the method comprising the steps of:

- (a) determining a time period when messages are not transmitted to the ESL;
- (b) wirelessly transmitting at least one message to the ESL instructing the ESL to enter a reduced power consumption mode by removing battery power from at least a portion of the receiver during the time period;
- (c) storing the time period in a memory of the ESL;
- (d) ~~(e)~~ removing the battery power from the portion of the receiver by the ESL at a ~~the~~ beginning of the time period to enter the reduced power consumption mode; and
- (e) ~~(d)~~ supplying the battery power to the portion of the receiver by the ESL at an ~~the~~ end of the time period to resume normal operation.

2. (Original) The method of claim 1 wherein the message includes a start time for the reduced power consumption mode.

3. (Original) The method of claim 2 wherein the message includes an end time for the reduced power consumption mode.

4. (Original) The method of claim 2 wherein the message includes a duration for the reduced power consumption mode.

5. (Currently amended) The method of claim 1 wherein the message is transmitted to plurality of additional ESLs instructing the plurality of ESLs to each enter the reduced power consumption mode by removing the battery power from the portion of each ESL's receiver at the beginning of during the time period.

6. (Original) The method of claim 1 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is closed.

7. (Original) The method of claim 1 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is open.

8. (Original) The method of claim 1 wherein the time period corresponds to a time period when no ESL activity is planned.

9. (Original) The method of claim 1 wherein step (c)

comprises the following sub-step:

ceasing to monitor for received messages.

10. (Currently amended) The method of claim 1 further comprising, after step (d) ~~(e)~~, the following step:

(f) recording depression of depressing a button on the ESL to end the reduced power consumption mode by the ESL.

11. (Currently amended) An electronic shelf label (ESL) system comprising:

an ESL comprising a display displaying informational text and a receiver for receiving wireless messages and a battery for providing power; and

a host computer for wirelessly transmitting a message to the ESL instructing the ESL to enter a reduced power consumption mode by removing battery power from at least a portion of the receiver during a time period when messages are not transmitted to the ESL;

said ESL receiving the message, storing the time period in a memory of the ESL, and removing the battery power from the portion of the ESL's receiver at a beginning of during the time period to enter the reduced power consumption mode, said ESL supplying the battery power to the portion of the receiver at an the end of the time period to resume normal operation.

12. (Original) The ESL system of claim 11 wherein the message includes a start time for the reduced power consumption mode.

13. (Original) The ESL system of claim 12 wherein the message includes an end time for the reduced power consumption mode.

14. (Original) The ESL system of claim 12 wherein the message includes a duration for the reduced power consumption mode.

15. (Currently amended) The ESL system of claim 11 further comprising an additional plurality of ESLs, wherein the message is transmitted to the plurality of ESLs instructing the plurality of ESLs to each enter the reduced power consumption mode by removing the battery power from the portion of each ESL's receiver at the beginning of ~~during~~ the time period.

16. (Original) The ESL system of claim 11 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is closed.

17. (Original) The ESL system of claim 11 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is open.

18. (Original) The ESL system of claim 11 wherein the ESL ceases to monitor for received messages during the reduced power consumption mode.

19. (Currently amended) The ESL system of claim 11 wherein the ESL further comprises a button for ending the reduced power consumption mode when depressed.